

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Mentzer Media Services**  
**600 Farimont Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Contract / Revision</u> 811119 /		<u>Alt Order #</u> 06289165
<u>Product</u> <b>CROSSROADS GPS</b>		
<u>Contract Dates</u> <b>08/23/12 - 08/29/12</b>		<u>Estimate #</u> <b>1268</b>
<u>Advertiser</u> <b>Crossroads GPS</b>		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WOIO	08/23/12	08/24/12	Action News at 6a	6-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$175.00			
N 2	WOIO	08/23/12	08/24/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$525.00			
N 3	WOIO	08/23/12	08/24/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$475.00			
N 4	WOIO	08/23/12	08/23/12	Action News at 4p	4-5p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$650.00			
N 5	WOIO	08/24/12	08/24/12	Action News at 4p	4-5p		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----2--				2	\$650.00			
N 6	WOIO	08/23/12	08/24/12	Action News at 6p	6-630p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$700.00			
N 7	WOIO	08/23/12	08/24/12	Inside Edition	730-8p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$500.00			
N 8	WOIO	08/23/12	08/24/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$1,000.00			
N 9	WOIO	08/23/12	08/23/12	David Letterman	1135p-1238a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---2---				2	\$500.00			
N 10	WOIO	08/24/12	08/24/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$500.00			
N 11	WOIO	08/23/12	08/23/12	Thur Hour 3	10-11p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 811119 /		<u>Alt Order #</u> 06289165
<u>Contract Dates</u> <b>08/23/12 - 08/29/12</b>	<u>Product</u> CROSSROADS GPS	<u>Estimate #</u> <b>1268</b>
<u>Advertiser</u> <b>Crossroads GPS</b>		<u>Original Date / Revision</u> 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
											4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	--- 2 ---	2	\$3,000.00						
N 12	WOIO	08/24/12	08/25/12	NFL Preseason	8p-11p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	---- FS-	4	\$3,000.00						
N 13	WOIO	08/25/12	08/25/12	SA Action News at 11p	11p-1135p		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 1-	1	\$750.00						
N 14	WOIO	08/26/12	08/26/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 3	3	\$450.00						
N 15	WOIO	08/26/12	08/26/12	Face the Nation	1030-1130a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 1	1	\$450.00						
N 16	WOIO	08/26/12	08/26/12	SU Action News at 630p	630-7p		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 1	1	\$500.00						
N 17	WOIO	08/26/12	08/26/12	Sun Hour 1	7-8p		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 2	2	\$3,500.00						
N 18	WOIO	08/26/12	08/26/12	Sun Hour 3	9-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 2	2	\$3,500.00						
N 19	WOIO	08/26/12	08/26/12	Sun Hour 4	10-11p		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 1	1	\$3,500.00						
E 20	WOIO	08/25/12	08/25/12	11p-12a	11p-12a		:30			NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 1-	1	\$775.00						
E 21	WOIO	08/26/12	08/26/12	11p-12a	11p-12a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/20/12	08/26/12	----- 2	2	\$775.00						
N 22	WOIO	08/27/12	08/27/12	Action News at 6a	6-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	2-----	2	\$175.00						
N 23	WOIO	08/28/12	08/29/12	Action News at 6a	6-7a		:30			NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	-TW----	2	\$175.00						
N 24	WOIO	08/27/12	08/29/12	Price is Right	11a-12p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	MTW----	6	\$525.00						
N 25	WOIO	08/27/12	08/29/12	Action News at Noon	12-1230p		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	MTW----	3	\$475.00						
N 26	WOIO	08/27/12	08/29/12	Action News at 4p	4-5p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	MTW----	6	\$650.00						
N 27	WOIO	08/27/12	08/29/12	Action News at 6p	6-630p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	MTW----	3	\$700.00						

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	WOIO	08/27/12	08/29/12	Inside Edition	730-8p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$500.00			
N 29	WOIO	08/27/12	08/28/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$1,000.00			
N 30	WOIO	08/29/12	08/29/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--2----				2	\$1,000.00			
N 31	WOIO	08/27/12	08/29/12	David Letterman	1135p-1238a		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				6	\$500.00			
N 32	WOIO	08/28/12	08/28/12	Tue Hour 1	8-9P		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-2-----				2	\$3,500.00			
N 33	WOIO	08/28/12	08/28/12	Tue Hour 2	9-10P		:30			NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-2-----				2	\$3,250.00			
N 34	WOIO	08/29/12	08/29/12	Wed Hour 2	9-10p		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--2----				2	\$3,500.00			
N 35	WOIO	08/29/12	08/29/12	Wed Hour 3	10-11p		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--2----				2	\$3,500.00			
Totals											81	\$98,350.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	38	\$51,075.00	\$43,413.75
08/27/12 - 08/29/12	43	\$47,275.00	\$40,183.75
<b>Totals</b>	<b>81</b>	<b>\$98,350.00</b>	<b>\$83,597.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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